GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

GA(I&PR) Department – Strengthening of the Peshi of Ministers-Creation of additional posts of Social Media Executive & Social Medial Assistant in each Peshi of the Hon'ble Minister @ (1) Social Media Executive and (1) Social Medial Assistant post in each Peshi of the Hon'ble Minister– Certain guidelines for filling up of the posts -Orders - Issued.

GENERAL ADMINISTRATION (I&PR) DEPARTMENT

G.O.RT.No. 2183 Dated: 20-12-2024

Read the following

1. G.O.Rt.No.1510, GA (Poll.A) Department, dated:30.08.2024.
2. e-file Computer No. 2549753, from the Managing Director Andhra Pradesh Digital Corporation Ltd., Tadepalli, Vijayawada.

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ORDER:

In the G.O. read above, Government have sanctioned (24) Social Media Executives & (24) Social Media Assistant posts on temporary basis, to work in the Peshi of the (24) Ministers @ (1) Social Media Executive and (1) Social Medial Assistant post in each Peshi of the Hon'ble Minister. Accordingly, Government is hereby issue the following guidelines for filling up of the posts of Social Media Executives & Social Media Assistants are as hereunder:

(I) QUALIFICATION:

(A) For the post of Social Media Executive:

B.E/B.Tech from recognized University with relevant experience.

Experience Required:

- Prior experience with digital content creation/promotion.
- Having in-depth knowledge in the concerned Department/Portfolio activities and social media accounts and ensure brand consistency in all social media messages, produce reports, etc.
- Create relevant and versatile content to engage target audiences, promote Govt. brand and drive engagement.
- Collaborate with designers, photographers, videographers, writers, or subject-matter experts to optimize content that resonates with the public.
- Report and analyze the performance of social media campaigns and provide insights on performance metrics.

- Manage outreach with third-party influencers and plan live events, webinars or conferences.
- Lead and instruct cross-functional teams (content, graphics, and marketing) in a fast-paced environment with multiple deadlines.
- The candidate must have strong note-taking skills, attention to detail, and the ability to produce clear and concise meeting minutes that reflect the proceedings accurately.
- Familiarity with Government protocols and terminology.
- The incumbent will be responsible for attending and accurately documenting minutes for various Government meetings and programs includes recording key discussions, decisions, action items, and any follow-up tasks as determined during meetings.
- Fact-Checking Claims: Verify the accuracy of statements, data, and information across various media, including news articles, social media posts, and public statements.
- Interact with Sources: Contact experts, Organizations, Departments, Portfolio or individuals for clarification or additional information when necessary.
- Collaborate with Team Members: Work with other fact-checkers, journalists, or editorial staff to ensure consistency and accuracy in the final content.
- Review Content: Proofread and review fact-checked content to ensure it meets the Govt., standards for accuracy and clarity.
- Identify Errors: Spot and correct any inaccuracies or inconsistencies in the information.
- Maintain Objectivity: Ensure that personal biases do not influence the fact-checking process.
- Follow Protocols: Adhere to established fact-checking guidelines and ethical standards set by the organization.
- Respond to Inquiries: Address questions or concerns from the public regarding fact-checked content and the reality of content.

(**B) <u>For the post of Social Media Assistants</u> :**

Any Degree with relevant experience from recognized University

Experience Required:

- Experience in social media wings of any organizations or freelance digital blogger Plan and execute strategies to build brand awareness and engagement across various social media platforms.

- Research and analyze concerned Department/Portfolio trends, audience behaviors, and competitor insights.
- This should be done using tools like Face book Insights, Google Analytics, Hoot suite, and more.
- Having the ability to take photos, videos, and write content.
- Create and curate high-quality content in various formats. These include images, videos, info graphics, and podcasts that align with the Govt .voice.
- Manage social media accounts and communities. This includes scheduling, publishing, moderating, and responding to messages, comments, and reviews.
- Analyze and report social media performance metrics and insights. It includes reach, engagement, conversions. create regular reports and dashboards highlighting key metrics and trends.
- Staying up-to-date with social media trends, tools, and policies.
- Engage with influencers, partners, or brand ambassadors to amplify content reach.
- Support social media crisis management by responding promptly to negative feedback or issues. This way, it cannot harm the Govt reputation.
- Fact-Checking Claims: Verify the accuracy of statements, data, and information across various media, including news articles, social media posts, and public statements.
- Source Verification: Confirm the reliability and credibility of sources cited in the information being fact-checked.
- Conduct Research: Perform thorough research using databases, academic papers, credible websites, and expert opinions to substantiate or refute claims using fact check search engine tools.
- Analyze Data: Evaluate statistical data and other quantitative information to ensure it is presented accurately and in context.
- Document Findings: Maintain detailed records of the fact-checking process, including sources consulted, methodologies used, and the conclusions reached.
- Prepare Reports: Create clear, concise reports summarizing the fact-checking results, including any corrections or clarifications needed.

(ii) SELECTION METHODOLOGY: Selection of the candidates will be done by the Selection Committee constituted by the Managing Director, AP Digital Corporation for which he will act as the Chairman. The other members of the Committee will be the higher Officials of I&PR Department and APDC along with the subject experts.

(iii)TERMS &CONDITIONS OF APPOINTMENT:

A. For the post of Social Media Executives:

1. Only shortlisted candidates will be intimated and called for a Personal Interview through Physical/Online (Zoom/Skype/Google Meet).

2. The selected candidates will be hired on out-sourcing basis purely on temporary basis and will be paid consolidated/fixed remuneration per month.

3. Selection process includes skill-test, so it is advised to apply only if the candidate have prior experience as per the above mentioned criteria.

4. It is mandatory for all the candidates to enclose soft/scan copy of documents in a single PDF file not exceeding 5MB (like Passport Size Photo along with Signature, Date of Birth Proof, Community Certificate for SC/ST/BC, and Educational Qualifications from SSC, Intermediate, Degree and PG).
5. Candidates found not suitable for the job, or if their services are not required any further or those who have not performed as per the requirements of concerned Departments, shall be liable to be terminated without any notice.

6. Age limit/Age Relaxation is as per Government norms.

7. While applying, the candidate shall mention the Post Code (Position applying for) in the subject of applicant's email.

8. Selection process through Personal Interviews for the post. So it is advised to apply only if the candidate have prior experience as per the above mentioned criteria.

9. The appointment with APDC is subject to a training period of two months, commencing from the start/joining date of candidate employment.

10. At the end of the training period, candidate performance and suitability for the position will be assessed. Confirmation of candidate appointment to the appointed role of will be contingent upon satisfactory completion of the training period, as determined by APDC.

11. Candidate is required to give an undertaking of the acceptance of the terms and conditions stipulated here.

12. The appointment is on outsourcing basis for a period of one year.

13. Candidate is eligible for 12 days of Casual leave per year.

14. The appointment may be concluded with one month notice from either side without assigning any reason or by paying one month salary in lieu of the notice.

15. Candidate have to submit the all Educational original Certificates (Verification purpose only) at the time of joining.

16. Candidates are required to give an undertaking that, he/she will maintain secrecy with regard to the correspondence and dealings of the respective Departments.

B. For the post of Social Media Assistant:

1. Only shortlisted candidates will be intimated and called for a Personal Interview through Physical/Online (Zoom/Skype/Google Meet).

2. The selected candidates will be hired on out-sourcing basis purely on temporary basis and will be paid consolidated/fixed remuneration per month.

3. Selection process includes skill-test, so it is advised to apply if the candidate have prior experience as per the above mentioned criteria.

4. It is mandatory for all the candidates to enclose soft/scan copy of documents in a single PDF file not exceeding 5MB (like Passport Size Photo along with Signature, Date of Birth Proof, Community Certificate for SC/ST/BC, and Educational Qualifications from SSC, Intermediate, Degree and PG).

5. Candidates found not suitable for the job, or if their services are not required any further or those who have not performed as per the requirements of concerned Departments, shall be liable to be terminated without any notice.

6. Age limit/Age Relaxation is as per Government norms.

7. While applying, candidate shall mention the Post Code (Position applying for) in the Subject of applicant's email.

8. Selection process through Personal Interviews for the post. So it is advised to apply only if the candidate have prior experience as per the above mentioned criteria.

9. The appointment with A.P.Digital Corporation is subject to a training period of two months, commencing from the start/joining date of the candidate employment.

10. At the end of the training period, the candidate performance and suitability for the position will be assessed. Confirmation of candidate appointment to the appointed role of will be contingent upon satisfactory completion of the training period, as determined by A.P.Digital Corporation.

11. Candidate is required to give an undertaking of the acceptance of the terms and conditions stipulated here.

12. The appointment is on outsourcing basis for a period of one year.

13. Candidate is eligible for 12 days of casual leave per year.

14. The appointment may be concluded with one month notice from either side without assigning any reason or by paying one month salary in lieu of the notice.

15. Candidates have to submit all the Educational Original Certificates (Verification purpose only) at the time of joining.

16. Candidates are required to give an undertaking that, he/she will maintain secrecy with regard to the correspondence and dealings of the respective Departments.

(IV) REMUNERATION: The remuneration @ Rs.50,000/- per month for Social Media Executives, and @ Rs.30,000/- per month for Social Media Assistants, on outsourcing basis. The remuneration shall be drawn and disbursed by the Departments concerned which are drawing the pay and allowances of the respective Ministers..

2. The Managing Director, Andhra Pradesh Digital Corporation Ltd.,Tadepalli, Vijayawada shall take further necessary action accordingly.

3. This order issues with the concurrence of the Finance (HR.II) Department, vide their U.O.No. FIN01-HR0MISC/48/2024-HR-II Dt.13.12.2024 (Computer No. 2562237).

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

S. SURESH KUMAR
SECRETARY TO GOVERNMENT (POLITICAL)(FAC)

To
The Managing Director, Andhra Pradesh Digital Corporation Ltd.,

Tadepalli, Vijayawada.

Copy to:

The PS to Secretary to Govt.(I&PR).
The PS to EO Joint Secretary to Govt.(I&PR).
The PS to Secretary to Government, Finance Department.
The Finance (FMU_GAD.II) Department.
The Director of Treasuries and Accounts, Andhra Pradesh, Vijayawada.
The Pay and Accounts Officer, Andhra Pradesh, Vijayawada.
SF/SC (2549753)

//FORWARDED::BY ORDER//

SECTION OFFICER